

The Iowa Tourism Office is the state's official tourism marketing organization. We exist to tell your story – through multiple channels and to multiple audiences – in a way that inspires people to choose Iowa as their travel destination.

## How do we tell your story?

We have a team of eight outstanding marketing professionals headquartered in Des Moines who have a deep passion for Iowa's travel industry. Our team members have strengths in various areas of tourism marketing, and we're here to help!

## How can we work together?

You don't need to understand our specific roles or programs. You just need to contact us, ask your question or share your great idea with us, and we'll help identify where it fits into our programming.

## Grants

- We administer three grant programs:
  - Vision Iowa/CAT: Assists projects that will provide recreational, cultural, entertainment and educational attractions.
  - Regional Sports Authority Districts: Funds for convention and visitors bureaus to solicit and host amateur sporting events.
  - Iowa Tourism Grants: Funds for tourism entities to market initiatives and meetings, events and professional development efforts.

Nicole Shalla, 515.725.3043 [visioniowa@iowa.gov](mailto:visioniowa@iowa.gov)



## Social media

- We manage nine social media channels.
- Share your content and news with us so we can help promote it.
- Follow and Like us.

Brooke Miller, 515.725.3080 [social@iowa.gov](mailto:social@iowa.gov)

## traveliowa.com

- Our site welcomes more than one million visitors annually and is the hub of our work. Submit your listings and update them anytime!
  - Listing of thousands of attractions; events; lodging, shopping and eating establishments.
  - Dynamic content intended to inspire travelers to choose Iowa.

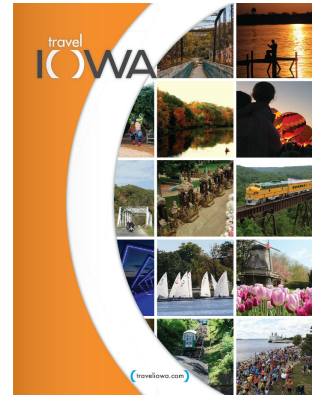
Amy Zeigler, 515.725.3086 [amy.zeigler@iowa.gov](mailto:amy.zeigler@iowa.gov)



## Iowa Travel Guide

- Official travel guide for the state of Iowa.
- 100,000 printed annually.
- Distributed free at Iowa Welcome Centers, by phone and via [traveliowa.com](http://traveliowa.com).
- Data in the guide is pulled directly from the database for [traveliowa.com](http://traveliowa.com).

Jessica O'Riley, 515.725.3085 [traveliowa@iowa.gov](mailto:traveliowa@iowa.gov)



## Iowa Welcome Centers

- The state of Iowa owns four official Iowa Welcome Centers.
- Fifteen additional Iowa Welcome Centers are locally owned and operated but have a contract with the Iowa Tourism Office outlining their services.
- Each center may distribute your print information.
- Literature distributed at the four state-owned centers must be preapproved.
- Please contact each private Iowa Welcome Center to learn about its distribution policies.

LuAnn Reinders, 515.725.3088 [luann.reinders@iowa.gov](mailto:luann.reinders@iowa.gov)

## Research

- We manage several research projects ranging from an annual report of the impact of tourism on each Iowa county to day-to-day analytics of marketing tactics.
- Visit [traveliowa.com/industry](http://traveliowa.com/industry) to review these studies.

LuAnn Reinders, 515.725.3088 [luann.reinders@iowa.gov](mailto:luann.reinders@iowa.gov)

## Partnerships

- Co-op program offers a range of advertising opportunities at a reduced rate.
- Iowa Travel Guide advertising.
- Annual Iowa Tourism Conference.
- Some of our social media campaigns offer prizes from our partners.

Colleen Murphy, 515.725.3089 [colleen.murphy@iowa.gov](mailto:colleen.murphy@iowa.gov)



## Public Relations

- Ongoing interaction with travel media to pitch stories about Iowa.
- Twice yearly familiarization tours bring media to Iowa destinations.
- Membership in Midwest Travel Writers Association.

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